

THE BULLETIN

A Publication of the Overseas Press Club of America • World Press Center, Time-Life Building, N.Y. 10020 • (212) 581-8700



NEW YORK'S CLAY FELKER TALKS SHOP APRIL 3



Felker

Talking Shop with OPCers & guests on April 3 will be Clay Felker, editor & publisher of the fabulously right-time right-place trendsetting New York magazine. The Missouri-born, Duke-educated threat to traditional N.Y. journalism will have something to say about the inroads his book has made, whether **HOW TO** or **WHY NOT?**

EMME KEMP & FRIENDS IN BLUES TRIBUTE TO HANDY



Kemp

Emme Kemp, pianist, singer, arranger & composer, brings her group to the Club March 26 for a Twilight Jazz Concert. A one-woman show in herself, she sings in 6 languages, has appeared in clubs Coast to Coast, on TV and RCA-Victor discs. The event is billed as a W. C. Handy Blues Evening.

MAJOR ADDRESS: NATIONAL EVENTS BEYOND VIETNAM

Jerry W. Friedheim — Acting Assistant Sec. of Defense (Public Affairs) — will address a special Newsmakers Luncheon at the Club on Thursday March 22. Friedheim is best known as the "Pentagon Spokesman" as a result of the daily press briefings he has held for news correspondents at the Pentagon since 1969.



Friedheim

He was named to his present post two months ago by then Defense Secretary Melvin Laird. He had been Principal Deputy Asst. Sec. since Jan. '70, after serving from '69 as Deputy Asst. Sec. of Defense (Public Affairs).

Born in Joplin, Mo., in '34, Friedheim holds B.J. and A.M. degrees from the U. of Missouri's School of Journalism, where he taught during '61-'62. Among his news credentials: reporting & editing with UPI, AP, the Neosho (Mo.) Daily News, Joplin (Mo.) Globe and the Columbia Missourian.

C A L E N D A R

Tuesday, March 13, 5:30 — Talking Shop with Henry Grunwald, m.e., Time magazine Postponed until May.

Friday, March 16, 5:30 — Scotch Blending Party. Limited to 150 members. Too late? Ask Mary Novick, 581-8700.

Thursday, March 22, 12 Noon — Special Newsmakers Luncheon. Guest Speaker: Jerry Friedheim, Acting Assistant Secretary of Defense (Public Affairs).

Friday, March 23, 5:30 — Gordon Fraser Night.

Monday, March 26, 5:30 — Twilight Jazz Concert with Emme Kemp & Friends. A W.C. Handy Blues Evening.

Tuesday, April 3, 5:30 — Talking Shop With Clay Felker, Editor & Publisher of New York magazine.

Tuesday, April 3, 8:30 — Music Night with Pauline Lederer, pianist.

NEW ART EXHIBITION: SKETCHES OF NEWSMAKERS

Studio sketches of noted newsmakers by Barbara Fox go on exhibit at the Club on Wednesday, April 5. The show — arranged by Art Committee Chairman J. Herbert Silverman — features intimate portraits of editors, reporters, telecasters, and newsmaking personalities.

Miss Fox, an illustrator known for her work in fashion books and portraiture, has grouped such diverse personalities as Barbara Walters, Harrison Salisbury and Edwin Newman in a contemporary and lively exhibit which will run for two weeks.

GORDON FRASER NIGHT

On Friday, March 23, the sundry souls who have matched reportorial wits and drinks with *Gordon Fraser* in such news spots as Algiers, Rome, London, Paris, Brussels, Berlin and the United Nations, will gather in the OPC grill room to bend an elbow with him on the occasion of his retirement from NBC.

Many of us who knew Gordon as a WW II correspondent on the trek from North Africa to the link-up with the Russians at the Elbe feel it's high time we let him know how we feel about him. And we're inviting the guys and gals who worked with him — at NBC Monitor, ABC News, the 1939 World's Fair, or the first

TV show (with commentary by FDR and Fraser), and even back in the mid-1930's when he was doing sports for NBC — to join us in lifting a cup to the continued health and happiness of a great reporter and a great guy.

The drinking will start at 5:30 p.m. and will continue until only God knows when. Everything's Dutch treat. If you get hungry, you may order from the OPC's evening menu.

No cash advance necessary. But we do ask that you let Mary Novick (581-8700) know if you're coming, so we can have enough bartenders on duty. See you March 23.

— Ed Cunningham

CENTERFOLD EMPIRE-BUILDING: THE LAY OF THE PUBIC WARS

by RALPH LEVITON

"If we are not banned or seized or fined somewhere in the world, we are failing to do our job," Bob Guccione, editor and publisher of Penthouse, told an OPC Shoptalk meeting heavily attended by females on March 6.

OPC President Jack Raymond, who introduced Guccione, said Penthouse had achieved a notable first: "the appearance of pubic hair in a quality magazine."

The 42-year-old Guccione told how he started the magazine — to compete with Playboy — in London in 1965, on a shoestring and in the face of harassment from British authorities. His success was triggered by mailing an enticing brochure — featuring photos of eight nudes — to get advance subscriptions, and using the subscription funds to pay printers and put out the first issue.

Today the self-acclaimed "fastest growing luxury magazine for men" has 25 million readers.

Part of Guccione's formula for success: heavy editorial content compared to other magazines. He says he maintains a 2-to-1 ratio of editorial content to advertising.

Rather than relying largely on advertising revenue to support the magazine, Guccione counts on newsstand sales to make a heavy contribution. In the U.S., 99% of Penthouse's circulation comes from newsstand sales. Price \$1.00.

Guccione plans to crack the women's magazine market in September when he brings out Viva, which he claims will be "different from all other women's magazines." Like Penthouse, it will be sex-oriented, will have "no women's lib edge." It will mark "a return to romantic interest." Yes, Viva will show male pubic hair, he indicated in reply to a question.

"Viva will start off with a bang," promised Guccione. But he declined to elaborate.

Attired in a white sport jacket and a bold-print sport shirt revealing gold chain necklaces, Guccione predicted that a "unisex" magazine will make the publication scene before long. Quipped one OPCer: "I thought that's what Reader's Digest was."

Whatever you have to say to The Bulletin, say it in typewritten, doublespaced laconic prose, 36 characters to the line. Thank you.



Photo by Lisa Hoffman

Nadia Koutzen, violinist, with l. to r. John McAllister of Newsweek, Robert Guralnik, her accompanist, and Jack Frummer, Music Night chairman, at her Feb. 20 OPC recital in a program "that ran from Bach to Ravel," according to critic Herbert Kupferberg,

who described her performance of a Bach Sonata as "intense...a deeply felt personal experience" and said she "seemed almost to have three hands as she brilliantly played the alternating plucked and bowed passages" of Ravel's Tzigane.

WASHINGTON TICKER

by JESSIE STEARNS

John W. "Pat" Heffeman, Chairman OPC-Washington chapter, presided at a business meeting March 8 in the National Press Club East Lounge. Program ideas for the coming months were discussed. . . Mr. and Mrs. Irving Ferman honored Isaac Don Levine on March 7, publication date of his new book entitled *Eyewitness to History—Memoirs and Reflections of a Foreign Correspondent for Half-a-Century*. Don's colleagues and much of official Washington turned out for the affair, held at Capitol Hill Club. . . Raymond J. McHugh, Vice President, Copley News Service, spoke on "An Overview of Foreign Affairs" at a recent American Legion Auxiliary meeting. . . William L. Safire, special assistant to President Nixon, leaves the White House early in April to join the N.Y. Times Washington Bureau as a columnist writing two a week for Op-Ed page. The 43-year-old author and former public relations executive joined Nixon campaign in 1968 and was assigned to the research and writing staff with assignments ranging from foreign affairs to economics and political philosophy. . . Upon the death of David Lawrence, his duties as U.S. News and World Report board chairman and editor have been divided between John H. Sweet and Howard Fliieger. Marvin L. Stone, senior executive editor, becomes executive editor. John J. Adams, managing editor, was elected to the board of directors. . . The National

Press Club has reciprocal privileges with 40 press clubs including nine in foreign countries and the OVERSEAS PRESS CLUB. . . Jessie Stearns was reelected to the executive committee and board of directors of the National Press Building Corporation at its annual meeting on Feb. 26. She is the only woman member of the board and executive committee. In realignment of UPI-Washington Bureau, Grant Dillman, news editor, was elected vice president and general manager succeeding Julius Frandsen, who retires in June. Dillman has combined the UPI House and Senate staffs into a single Congressional staff headed by Steve Gerstel, former Senate chief. John Hall will be responsible for covering the Defense and State departments, the Senate and House armed services and foreign relations committees and the embassies. . . Warren Rogers, outgoing president of the National Press Club, appointed vice president for public affairs of the National Forest Products Association, which represents 24 regional groups in U.S. and Canada. . . John Scali, U.S. Ambassador to United Nations and former AP and ABC, said he is "unhappy" that reporters for the Central News Agency of China are deprived of UN press credentials. . . Over 700 journalists and spouses and friends were present at the National Press Club swearing in of Don Larrabee as 65th president of the NPC. Defense Secretary Elliot Richardson administered the oath over a stack of New England newspapers, which Larrabee writes for.

LETTER FROM PARIS

By BERN REDMONT

Morris W. Rosenberg, AP bureau chief, was unanimously elected 1973 president of the Anglo-American Press Association of Paris, organization of all accredited US and British newsmen.

The association elected as US vice-president Milton B. Freudenheim, Chicago Daily News, and as British v.p. John Ellison, Daily Express.

Others re-elected were Morrill Cody, Radio Liberty, secretary, *Bernard S. Redmont*, Westinghouse Broadcasting Co., Group W, Treasurer; and Bernard Valery, N.Y. Daily News, syndic (liaison officer).

Elected to the executive committee were: Hebe Dorsey, International Herald Tribune; Takashi Oka, Christian Science Monitor; Frederick Pain-ton, US News & World Report; and Scott Sullivan, Baltimore Sun.

OBITUARY

Thomas Lyne Riley, free-lance writer, died February 20 after a short illness. He was 63 years old and lived in Lafayette Park, Mich. Prior to his work as a writer at Ross Roy, Inc., Wilding, Inc., and Young & Rubicam, he was associated with almost every branch of the entertainment business. As a writer, producer and director at NBC TV in New York, he directed the first dramatic production in the regular NBC TV program schedule, "The Unexpected," in 1939; the first TV program of one-act plays; the first current Broadway play to be televised; and the first TV broadcast of grand opera. In addition, he directed the first remote telecast, at the New York World's Fair in 1939, and the first coverage of a political convention, the 1940 Republican National Convention in Philadelphia. A former production manager at WWJ-TV, he had also worked for Henderson Associates, Detroit; the U.S. State Department in South America and the Pedlar & William Esty & Company advertising agencies in New York. A graduate of the University of Kentucky, he was a member of the Circumnavigators Club and The Players as well as the OPC. He is survived by his wife, Cyrilla Riley, Detroit News Household Editor, and two brothers, John C., Houston, Texas and George, Frankfort, Kentucky. Memorial gifts to the Scholarship Fund of The Detroit Press Club Foundation.

1973 ELECTION SLATE NAMED

From *Donald Coe*, nominating committee chairman, comes the following list of candidates for Board of Governors in the Club's annual election, to be held next month:

Active

Larry Blochman, Marguerite Cartwright, Wilma Dobie, Henry Gladstone, John McAllister, Rosalind Massow, Arthur Milton, Grace Naismith, Jacques Nevard, Charles Rotkin, Ralph Schulz, Larry Stessin, Russ Tornabene, Jim Wessel.

Top seven of the above to be elected, with next 3 runners-up to serve as alternates.

Associate

George Burns, Jack Frummer, Jack Galub, Sol Zatt.

One of the above to be elected, with 2 alternates.

Serving with Coe on the nominating Committee are *Anita Diamant Berke, Lou Calderoni, Ed Cunningham, John Luter, Dorothy Omansky and Will Oursler.*

FREE PRESS FRONT

● **ANPA president** Stanford Smith, N.Y. Times managing editor A.M. Rosenthal and Melvin Block, Trial Lawyers Association president, March 5 witnesses before a House Judiciary subcommittee, strongly recommended a Federal law granting newsmen absolute privilege to refuse to disclose confidential sources and unpublished information in judicial proceedings.

● **Time Inc.** will not support the National News Council being set up by the Twentieth Century Fund, according to a March 5 statement by Hedley Donovan, Time's editor-in-chief. Purpose of the Council: to monitor the performance of the national news media & evaluate complaints about its accuracy & fairness. The N.Y. Times previously elected not to participate in the Fund's News Council.

● **In his annual report** to AP members, *Wes Gallagher*, AP president, said on Feb. 22 that censorship, harassment of reporters and "a spreading cloak of secrecy" made news reporting more difficult in 1972 than at any time since WWII. "Tight control of the news in many areas by the US government, coupled with attacks on the press, were echoed abroad by increasing censorship in foreign states," Gallagher reported, adding that censorship made it all the more necessary to get behind official barriers by news enterprise and investigative reporting.

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Final call for best UN stories of 1972.

If you reported about the UN during 1972, you're eligible for the Deadline Club's Award of \$500 and bronze statuette.

Any person, group or publication assigned to cover a UN story is eligible. Submit tear sheets, mounted clippings, scripts or memos describing tapes or films. (English translations required with entries in other languages.)

Send entries to: Deadline Club Awards, c/o Leigh Smith, 39th Floor, One Gulf & Western Plaza, New York, N.Y. 10023.

Sponsored by International Telephone and Telegraph Corporation.

**UN Award Deadline:
March 31, 1973.**

**The Deadline Club of
of Sigma Delta Chi**



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Committee for the Bulletin:

Ruth Cobbett Biemiller, chairman; Helen Alpert, Ralph Leviton, Patricia Milton, Dorothy Omansky, Ralph Salazar, J. Wendell Sether.

Editor: Ruth Cobbett Biemiller

WhoWhatWhere

TRANSFERS: After 2½ years in Saigon for CBS News, **Bruce G. Dunning** to Tokyo & the CBS bureau there... After 2½ years in the Middle East writing for Kansas City Star et al & photographing the area, **Laurence J. Pett** to U.S. via Europe & Great Britain. The Pett family to "rediscover America, driving from East to West Coast." Temporarily, address Pett c/o P.S. Goldstein, 5541 Valerie Ave. Woodland Hills, Calif. 91364.

WED: Robert L. Moore Jr. (Robin Moore of Green Berets & French Connection fame) at his Westport home to Mary Olga Troshken, for past four years model & buyer at Bergdorf Goodman.

PODIA: Columbia University's Graduate School of Business on March 20 when **Harold Burson**, chairman, Burson-Marsteller, international p.r. firm, delivers Garrett Lecture: "Public Relations Problems and Opportunities of the Socially Responsible Corporation." Lectures part of program funded by \$1 million grant from Paul Garrett, retired vp/pr at General Motors. Burson one of twelve lecturers in series... Business & Professional Chapter of Labor Zionist Alliance on Feb. 18, when **Ben G. Frank**, freelance writer/editor, spoke on "Changing Role of the News Media Today," citing recent Supreme Court case affecting press & proposed immunity laws for journalists.

FREELANCE: Jack Harrison Pollock's latest article is a cover "Man on the Move" profile of Robert Anderson, North American Rockwell president, in February Signature... **Jay Nelson Tuck** busier than ever since his declaration of independence last summer from Medical World News. He and wife Lynne have recently completed writing report of HEW Secretary's Commission on Medical Malpractice & have signed another government contract to do special writing for National Institute of Alcohol Abuse and Alcoholism. His Shopper's Guide to Manhattan Hospitals appeared in New York magazine, with reports on hospitals in other boroughs to come. He also writing monthly column for Woman's Day, doing special work for National Fund for Medical Education & is health care consultant to Chief Medical Director of the Veterans Administration.

OFF PRESS: Larry Stessin's fifth book, *Managerial Styles of Foreign Businessmen*, published by Hofstra University in its Yearbook of Busi-

ness Series... **Moritz Jagendorf's** *Folktales of the South*, just out, took him "ten years of summer traveling in the Secession States to collect from oral sources." This is 14th collection by Jagendorf to be published by Vanguard & Jagendorf's 32nd book in print... **Basil Woon's** *The Big Little Wines of France* from Literary Services Ltd., 2 Denbigh Close, London W II. It offers a pronouncing glossary, ten maps, an index and reports on nine French vignobles. Vol. II due in April.

TO BOOKSHOPS: From Scribners' in April, *Those Swiss Money Men*, a book about Swiss banks, the American dollar & the monetary crisis, just completed by **Ray Vicker**, news editor, Wall Street Journal, & the paper's top news man in Europe, Africa & the Middle East.

STAR BOARDER: James Whitford, elected chairman of the Board of Trustees of Trinity School, private elementary day school on Staten Island & to Board of Managers at New York's historic Fraunces Tavern Museum, Manhattan's oldest (1719) building.

GALLOPING NEWS-GATHERER: Wilma Dobie, in St. John for one week of total rest & possible collapse after pulling off OPC smash Sam Wooding Twilight Jazz Concert, reports on visits to Renee Mason on Tortola, B.V.I., and to Conrad Clark on St. Thomas. Clark columnist for Carib and an aide to Governor of U.S. Virgins. Renee, Caribbean stringer for UPI, in Jan. 28 N.Y. Times Travel Section with story on fishing. Renee's Gift Shop in Roadtown full of "jolly bargains far outdoing St. John on slacks, blouses, beach stuff." Renee and her husband Capt. Doug Mason (fishing charters) expecting first child July 4.

SACRED CAT: Peter Arnett, OPC Governor and Membership chairman and Pulitzer Prize-winning special correspondent for The AP has been named recipient of the Milwaukee Press Club's first annual award for outstanding accomplishments in journalism. Arnett will receive the club's "Sacred Cat" award at a Gridiron Dinner April 8, where he will deliver the main address. Milwaukee Press Club, oldest such organization in nation, established the "Sacred Cat" award — named after the organization's traditional insignia — this year for notable achievement in print or broadcast journalism.

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